

SAN FRANCISCO ART ASSOCIATION
BULLETIN

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MAYAN COSTUMES designed by Students California School of Fine Arts to be used by them in pageant Pre-Columbian Ball.

A MESSAGE FROM THE PRESIDENT

By TIMOTHY L. PELUEGER

Members and Friends of the San Francisco Art Association:

The editor requests the President to contribute a page to this first bulletin of 1935. I am pleased to have this opportunity to wish you all a happy year and to review some of the hopes for the Art Association in the year 1935 which we have every reason to believe will be one of the great years in the history of the Association.

The Museum: With the opening of the San Francisco Museum of Art the San Francisco Art Association fulfills the obligation of its seventy-three year old constitution to "maintain a museum of Fine Arts." The Association's Museum activities were interrupted by the fire of 1906. They were resumed for a few years in the Palace of Fine Arts out of which grew the present museum which is des-

tined, because of its central location and fine sponsorship, to be to San Francisco what the Art Institute is to Chicago and the Metropolitan to New York.

The Association is to be congratulated on obtaining a splendid group of museum trustees headed by Mr. W. W. Crocker, assisted by a women's board of distinguished personnel.

The Museum will stimulate the very real enthusiasm for art which is characteristic of San Francisco. It will promote interest in, and appreciation of our local artists. Hand in hand with the school of the Association it will ultimately make San Francisco a truly great creative art center. While collecting fine examples of the works of all periods for its permanent collection, it will not overlook the beneficial and pleasant results that flow from recognition of our own men and women.

The deep gratitude of San Francisco and of its Art Association must be expressed to the original trustees of the San Francisco Museum of Art under whose guidance this project was initiated; also to those who have made possible its present culmination.

The School: The troubled times of the past few years have prevented the fulfillment of great plans. Your board of directors had dedicated themselves to the task of carrying on rather than making any great improvements. However, some important courses have been added to our curriculum and we still have the foremost school of arts and crafts in Western America.

Our very competent and energetic school committee starts the new year with a program of weekly meetings calculated to be fruitful in splendid results.

Most important to our school are the scholarships which will become available this year. With the War Memorial gallery open, the \$100,000 bequest of the late Senator Phelan may be used for scholarships. The \$50,000 bequest from the late Mr. Abraham Rosenberg will also come to us within the next few months. Thus we have the income from a \$150,000 fund to devote to scholarships. The benefits that our school will derive from this fund cannot be exaggerated. Talented students will be attracted as never before and the school should become the greatest in the United States.

The new Museum will provide new study opportunities for our students; the opportunity to exhibit in its galleries will undoubtedly encourage our students.

Montalvo: The bequest from Senator Phelan of this splendid estate with its endowment has been fraught with difficulty. The income from this fund is only enough to maintain the physical property, with little available for the "development of art, literature, music and architecture by promising students." Funds we had hoped for from other sources have not materialized. To date, Montalvo has served as a meeting place for groups interested in the arts, really a place of pilgrimage. We expect that 1935 will bring a solution of this problem.

The Fifty-fifth Art Association Annual Exhibition: This year with the opening of the new Museum we resume the time honored "Annual." Those who have been privileged to see it in the making agree that it will be our greatest. The "Annual" we are sure will improve each year in artistic significance.

The Annual Pageant and Ball: Heartened

FIVE EXHIBITS TO OPEN NEW GALLERIES

By GRACE McCANN MORLEY

The opening of the San Francisco Museum of Art will bring a notable group of exhibitions to the new galleries. Appropriately, the San Francisco Art Association, which has tirelessly worked to make the downtown museum a reality in San Francisco reaffirms its traditional leadership in art by holding its Fifty-Fourth Annual Exhibition. The other opening exhibits, indicative of the broad cultural policy of the new museum, include a showing of fine Gothic and Renaissance tapestries, generously loaned by Mr. W. H. Crocker, an exhibition on loan from local collectors and eastern galleries of Modern French Painting, featuring canvasses from 1850 to the present day, and an important group of Chinese Sculpture consisting of jades, porcelains and bronzes.

The French paintings are a particularly interesting selection of works by representative modern artists. The Cezannes, which include the *Jas de Bouffan* from the Albright Galleries, Buffalo, are of great importance and the Renoir group is a large and choice one. Forty-six canvasses are included.

The Chinese Exhibit comprises eleven large pieces of sculpture from early periods and a selection of rare bronzes and jades. Some of these pieces were featured at the Exhibition of Chinese Art recently held at Mills College.

Through the generosity of Eastern and European galleries this collection of sculpture is to remain at the museum as the nucleus of a permanent display of Oriental Art.

As the Art Association's own exhibition and the leading local art event of the year, the Annual has special interest. About 1500 entries were received, of which about 400 were chosen for display.

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by the success of last year's *Parilia* the committee is planning an even greater festival for March first of this year in the Civic Auditorium.

In conclusion: May I urge that every effort be put forth to make the Art Association the greater institution that it should be—a force in our community and an influence that will be felt throughout the land. Your help will be needed. Take a real interest in the affairs of your Association. Induce your friends to join.

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TIMOTHY PFLUEGER RE-ELECTED ART ASSOCIATION PRESIDENT

At a meeting of the Board of Directors of the San Francisco Art Association, held December 20th, at the School of Fine Arts, Mr. Timothy L. Pflueger was re-elected to serve as President of the Association for the fourth consecutive year.

This unusual procedure, which necessitated the setting aside of the Association's By-Laws, was a tribute to Timothy Pflueger's leadership and courage through the years when the development of the San Francisco Museum of Art was actually undertaken.

The new officers of the Association are: President, Timothy L. Pflueger; First Vice-President, Laurance Scott; Second Vice-President, Charles Kendrick; Treasurer, W. W. Crocker; Secretary, Platt Kent.

WOMEN'S BOARD SPONSORS RECEPTION

The formal reception that will mark the opening of the San Francisco Museum of Art will be in charge of the Women's Board of the San Francisco Art Association, headed by Mrs. Henry Russell, chairman. She will be assisted by Mrs. Marcus Koshland, Chairman of Social Affairs, and Mrs. Berien T. Anderson, Mrs. Arthur L. Bailhache, Mrs. Cabot Brown, Miss Louise Boyd, Miss Katherine Donohoe, Mrs. Duncan McDuffie, Mrs. Milton Esberg, Mrs. Charles N. Felton, Mrs. E. S. Heller, Mrs. Sidney Joseph, Mrs. Leon Liebes, Mrs. Edward Macauley, Mrs. Eldridge T. Spencer, Mrs. Sigmund Stern, Mrs. Jerd Sullivan and Mrs. Nion Tucker.

The reception and preview of the Art Association's Fifty-fifth Annual will be held on the evening of January 18th from 8:30 P. M. to 1 o'clock.

San Francisco Art Association Bulletin

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BULLETIN EDITOR.....MILDRED ROSENTHAL
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EDITORIAL

As we go to press, the Fifty-fifth Annual is being hung.

Gottardo Piazzoni has been given the responsibility of hanging the show, and he is being assisted by Rinaldo Cuneo, William Gaw, Moya del Pino and Gertrude Partington Albright.

It is a good show, a representative one, and, according to the jury, one that will carry on the traditions of the Art Association with dignity.

It will hang until March, and then!—back to the studios will the exhibits go, and San Francisco Artists will wonder when the chasm that exists between East and West will be bridged.

We think of Eastern exhibitions of American Art, notably the Whitney Biennial, which opened in November and is still hanging. We have before us a catalogue of 153 American Artists invited to exhibit in this biennial and the only name from California is Millard Sheets!

We recall a conversation with one of our members recently returned from a visit to New York, and the ignorance of the Eastern dealers as to what is being accomplished in the West. Why wouldn't it be feasible, at the close of this Exhibition, to arrange for a showing of a representative cross section of the Annual, in a New York gallery? Then, at first hand, our Eastern contemporaries can praise or damn, as they see fit.

BULLETIN EDITOR,
SAN FRANCISCO ART ASSOCIATION,

Thank you for sending us your Bulletin, and may we borrow some of your news now and then? Such for instance as the opening of your new gallery, and the accompanying ball—It sounds like fun.

The best of luck to you,

Sincerely yours,

PHOEBE DWIGGINS.
Editor Los Angeles Art News

PRE-COLUMBIAN BALL TO BE HELD MARCH FIRST

The Third Parilia, which will take the form of a Pre-Columbian Ball, has been postponed to March first.

At the request of committees, sponsoring the President's Birthday Ball and the Children's Hospital Mardi Gras, the Art Association has decided upon March 1st as a less conflicting date.

This extension of time will be used to develop the spirit of the Ball, and to assist the general public in the obtaining of correct designs for costumes. Plates and finished costumes will be on display at the Art School and at available down town shops.

The Pageant this year is being planned with the utmost consideration, and promises to be the most beautiful spectacle yet presented under the auspices of the San Francisco Art Association.

The theme of the pageant is the marriage of a Prince and Princess of the Mayans. The ceremony is interrupted by an attack by the Barbarians, and when repulsed, the various tribes enter into the conflict. The wedding ceremony culminates with a sacrifice of maidens, carried by slaves. Soldiers, witches, medicine men, priests, officers, dancers, executioners, drum bearers, jailers, leopard and quetzals (parrots) will be impersonated by students of the California School of Fine Arts. They will all be costumed as Mayans.

A group from the Alumni Association will impersonate the Incas, the Art Association will represent Toltecs, the Berkeley group Aztecs, the Chinese Artists will be Nauas, and the Japanese Artists will be Auracarians. Each group will use distinctive color schemes and special music.

Members and friends of the San Francisco Art Association, who wish assistance in the designing of costumes for the Ball may communicate with Mr. Lucien Labaudt, Mr. Kenneth Hook, or Miss Marian Hartwell at the California School of Fine Arts.

The display of ceramics in the Court of the Art School justifies the new department of ceramics. They show a good sense of form and color, the glazes are interesting, and they make a fine addition to the exhibit of students' work.

CALENDAR OF EXHIBITIONS FOR MONTH OF JANUARY

Amberg-Hirth, 165 Post Street: Arts and Crafts designed and executed by local artists, January 1 to January 30.

Art Center, 730 Montgomery Street: January 14 to January 26, First Showing Charcoal Drawings by Raymond Puccinelli.—Private Loan Collection of Paintings and Drawings.—January 28, for two weeks, Oils and Water Colors by Henry Sugimoto.

Bay Region Art Association, 14th and Clay Streets, Oakland: Paintings, pastels and water colors by M. C. Stenson, January 2 to January 16.—The third group show by Bay Region Art Association members, January 17 to February 17.

California Palace of the Legion of Honor: Alma de Bretteville Spreckels collection of dolls, December 30 to January 18.—Water Colors by pupils of the Alameda Public Schools, January 20 to February 30.—Monthly show of paintings by California artists, the show changes January 15.—Modern Italian paintings, January 15 to February 15.

Courvoisier Galleries, 480 Post Street: Exhibition of fine paintings and prints.

Joseph Danysh Galleries, 166 Geary Street: Paintings, drawings, water colors and prints by Margaret, Esther and Helen Bruton, January 8 to January 27.

Paul Elder, 239 Post Street: Paintings and

drawings by Juan Gris, January 2 to January 19.—Guache by Rufino Tamayo, January 21 to February 15.

Gelber-Lilienthal, 336 Sutter Street: Original drawings of the illustrations for the Arabian Nights by Valenti Angelo, December 16 to January 30.

S. & G. Gump, 246 Post Street: Exhibition of paintings, January 2 to January 30.

M. H. deYoung Memorial Museum: Exhibition of Indian materials of the South West, loaned from private collections in the Bay region, January 2 to January 15.—Exhibition of photographs of the Boulder Dam, taken by official photographer, January 2 to January 30.—Exhibition of photographs of remodeling projects by San Francisco architects, January 2 to January 30.—Exhibition of work by the pupils of Ruth Armer's School, January 2 to January 30.

San Francisco Museum of Art, Civic Center: Fifty-fifth Annual Exhibition San Francisco Art Association. Loan Exhibition of forty-six French moderns. Exhibition of Chinese Sculpture from the Mills College Exhibition. Gothic and Renaissance Tapestries. Great Prints of Five Centuries Drawings by Old and Modern Masters.

Sierra Club: Early lithographs of mountain paintings by Thomas Moran, January 14 to February 14.

FIVE EXHIBITS TO OPEN NEW GALLERIES

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The majority represents entries from California. Other art centers from which works have been received are New York, Cincinnati, Cleveland, Kentucky, Iowa, Connecticut, New Mexico, Maryland, Arizona, Utah and Nevada. The exhibition includes oils, water-colors, drawings, tempera, prints, wood-carving and sculpture.

The Anne Bremer Memorial prizes are offered for the eighth time this year and provide a first and second prize of \$300 and \$200 respectively. The Art Association is offering a \$300 purchase prize, medals and awards. These prizes will be awarded by decision of a jury consisting of Wm. A. Gaw, chairman, Gottardo Piazzoni, Ralph Stackpole, and alternate, Ray Boynton.

A popularity prize of \$100, awarded by the vote of the public will also be given.

A SUGGESTION FROM SARGENT JOHNSON

The San Francisco Art Association like all other organizations, has its problems. One of them is that of individual members who need assistance, financial and otherwise, and I feel that something could be done about it.

I suggest a plan of help and protection similar to the "Actors Equity League" which gives aid to its members by securing employment in legal matters and personal affairs and in protection from that class of persons who impose upon all types of artists.

Organization on such a plan would bring about a closer bond between our several groups of artists and produce a harmony not heretofore possible.

Respectfully.

SARGENT JOHNSON,

SAN FRANCISCO ART ASSOCIATION BULLETIN

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